**Data Analysis in SQL - Understanding Career Aspirations of Gen Z**

**\*\*NOTE\*\* - Schema Name : career\_aspirations, Table Name : filtered\_data\_csv;**

use career\_aspirations;

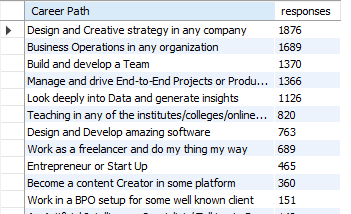
show tables;

select \* from filtered\_data\_csv;

-- Question1 : What industries are Gen-Z most interested in pursuing careers in?

SELECT `Career Path`, COUNT(\*) AS responses FROM career\_aspirations.filtered\_data\_csv

GROUP BY `Career Path` ORDER BY responses DESC;



**Insight:**

The top career paths Gen-Z in India are drawn toward include *Design & Creative Strategy*, *Business Operations*, and *Building a team*. This highlights a preference for **flexibility**, **entrepreneurship**, and **impact-driven roles**, suggesting that companies should offer varied career trajectories and room for innovation.

-- Question2 : What are the top factors influencing Gen-Z’s career choices?

SELECT `Key Career Influences`, COUNT(\*) AS responses FROM career\_aspirations.filtered\_data\_csv GROUP BY `Key Career Influences` ORDER BY responses DESC;

A screenshot of a social media post

AI-generated content may be incorrect.

**Insight:**

The most influential factors in career decision-making are *Parents*, *People Who have Changed the World*, and *Successful Influencers*. This suggests a **hybrid influence** model where traditional family guidance blends with digital platforms. Brands and companies should optimize outreach via **social media** and **career storytelling**.

-- Question3 : What is the desired work environment for Gen-Z? (e.g., remote, hybrid, in-office)

SELECT `Preferred Work Environment`, COUNT(\*) AS responses FROM career\_aspirations.filtered\_data\_csv GROUP BY `Preferred Work Environment` ORDER BY responses DESC;

A screenshot of a computer

AI-generated content may be incorrect.

**Insight:**

A large portion of Gen-Z prefers **Hybrid with more than 15 days a month at office** or **Fully Remote** environments, with minimal interest in full-time in-office roles.  
This highlights a clear shift in expectations for **flexibility**, **work-life balance**, and **autonomy**. Employers targeting Gen-Z talent should prioritize **remote/hybrid-first policies**.

-- Question4 : How do financial goals, such as salary and benefits, impact career aspirations among Gen-Z?

SELECT `Career Path`, AVG(`Minimum Expected Salary for 3 years`) AS avg\_salary\_3yrs,

AVG(`Minimum Expected Salary for 5 years`) AS avg\_salary\_5yrs FROM career\_aspirations.filtered\_data\_csv GROUP BY `Career Path`;

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AI-generated content may be incorrect.

**Insight:**

Gen-Z has ambitious financial expectations, with a noticeable rise in salary expectations between average salary of 3 years and average salary of 5 years.  
Career paths like **Manufacturing**, **Construction**, or **Entrepreneurship** tend to have **higher average salary expectations**, signaling where salary is a primary motivator.  
Also, career paths in AI and cyber security shows financial growth is a **strong career driver**, and companies should offer **clear growth paths**, **bonuses**, and **transparent CTC packages**.

-- Question5 : What role do personal values and social impact play in career choices for Gen-Z?

SELECT `Work for Company Defined Mission`, COUNT(\*) AS responses FROM career\_aspirations.filtered\_data\_csv GROUP BY `Work for Company Defined Mission`;

A screenshot of a computer

AI-generated content may be incorrect.

SELECT `Work for Company Misaligned with Public Actions`, COUNT(\*) AS responses FROM career\_aspirations.filtered\_data\_csv GROUP BY `Work for Company Misaligned with Public Actions`;

A screenshot of a computer

AI-generated content may be incorrect.

SELECT `Work for Company with No Social Impact`, COUNT(\*) AS responses FROM career\_aspirations.filtered\_data\_csv GROUP BY `Work for Company with No Social Impact` ORDER BY responses DESC;

A screenshot of a computer

AI-generated content may be incorrect.

**Insight:**

A majority of respondents are unwilling to work for companies misaligned with public values or lacking social impact. The 1–7 rating scale reveals that Gen-Z places **high importance** on **social responsibility** and **value alignment**.

Companies with clear missions, ethical practices, and social contributions will resonate more with this generation.